



STATE OF WEST VIRGINIA  
OFFICE OF THE ATTORNEY GENERAL  
DARRELL V. MCGRAW, JR.  
CONSUMER PROTECTION DIVISION  
1-800-368-8808 or 304-558-8986

## Press Release

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### FOR IMMEDIATE RELEASE

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### **Logan / Charleston Dealer Agrees to Honor Free Gas Offer**

Attorney General Darrell McGraw announced today that his office had entered into an agreement with Consolidated Motor Holdings, LLC, which has dealerships in Logan and Charleston, West Virginia. Consolidated Motor Holdings does business under the names of Logan Chrysler Jeep Dodge, Logan Suzuki and Charleston Pre-Owned Supercenter. Consolidated Motor Holdings also conducted business using the name Charleston Suzuki. The dealership was approached by an out-of-state marketing company with the idea of a "free gas" sales promotion. Between July 1, 2008 and November 30, 2008, the marketing company mailed customers in the marketing area of these dealerships a promotion on the dealership's behalf that stated the consumers had been awarded free gas in amounts ranging between \$225.00 and \$300.00. Consumers who "won" the gas cards quickly discovered there were strings attached.

Instead of receiving a gas card, consumers were given a voucher to complete and mail to FreeGasCentral.com, FreeBeeGas.com or Gasoline Redemption Center. They were also required to pay a \$5.00 refundable activation fee and wait up to 6 weeks for their voucher to be processed. Only then did consumers discover that in order to obtain their "free" gas, they first had to purchase \$100.00 of the same brand of gas and send their receipts to the promotion company. For every \$100.00 worth of receipts they mailed within a given month, they received a \$25.00 gift card. In other words, consumers had to spend as much as \$1,200 in order to receive the full value of the offer.

"It is unlawful to advise consumers that they have won something and tie any other requirements to the receipt of the prize," stated Attorney General McGraw. "All the hoops consumers had to jump through to get their free gas were stated in the fine print – a clear violation of the West Virginia Consumer Credit and Protection Act." Once Consolidated Motor Holdings was advised by the Attorney General's Office that this particular promotion violated West Virginia's Consumer Protection laws, the dealership acknowledged its mistake and agreed to make full restitution to its customers. The Attorney General's Office applauds the dealership's quick action and commitment to honor the terms of its sales promotion.

Consolidated Motor Holdings has agreed to provide gas cards to consumers who file complaints with the Attorney General's Consumer Protection Division by September 8, 2009. In order to qualify for relief under this settlement, consumers must have received the free gas card promotion from Logan Chrysler Jeep Dodge, Logan Suzuki, Charleston Pre-Owned Supercenter or Charleston Suzuki during the period of time between July 1, 2008 and November 30, 2008; must provide proof that they paid the \$5.00 activation fee; and must file a complaint with the Attorney General's Consumer Protection Division on or before September 8, 2009. Consumers who meet these requirements will receive a gift card from Consolidated Motor Holdings in the appropriate amount.

"Consumers must always be wary of offers for free gifts and remember that if it sounds too good to be true, it probably is," warns Attorney General McGraw. Consumers may request forms to file complaints with the Attorney General's Consumer Protection Division by calling 1-800-368-8808 or download a complaint form at [www.wvago.gov](http://www.wvago.gov).

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